



*Inspiring great rooms*



## *Groundwork* — From one truck and a dream

By 1930, the Depression had devastated America's economy. Businesses across the country were cutting back or closing down. In Hoboken, NJ, however, one company was just getting started.

Joe Sakosits, son of Hungarian immigrants, established a wood flooring distributorship selling unfinished beech, maple, oak, pine and walnut directly to dealers. With a handful of employees and only one truck, the journey from Hoboken began.

Over three-quarters of a century later, Hoboken Floors is known nationwide as a growing force in the flooring industry.

Offering only the finest in imported and domestic hardwood, ceramic, stone, glass, laminate, vinyl, carpet and accessories has made Hoboken Floors one of the largest distributors of hard-surface flooring in the nation. Our innovative merchandising, sales programs, education and customer service support continue to keep us at the forefront of our industry.



Groundwork

Growth

Assurance

Inspiration

Expertise

Presentation

Home



## *Growth* — How Hoboken flourishes

The success of Hoboken Floors has been, and will continue to be, our “hub and spoke” strategy, whereby a large distribution center services smaller satellite locations.

As a logistical warehouse and trucking company, Hoboken Floors consistently stocks the largest inventory of products available in any given market. We utilize our fleet of vehicles to continually service not only current product needs, but also any spikes in demand. Orders are delivered on time to any location a customer requests. Thanks to our recent merger with SPI Floors LLC, we continue to increase our distribution network.

SPI Floors LLC has been building an exceptional, family-run business since 1950. Their dedicated and knowledgeable staff shares our commitment to customers with inspired merchandising and sales support programs. With expertise in residential and commercial grades of carpet and carpet cushion, SPI Floors enhances our product offering and adds even greater opportunities to service our customers.



Another key to our advancement is the strategic placement of our design centers. As the epicenters of the East Coast design world are New York City and Boston, we created world-class showrooms in New York’s D&D Building and the Boston Design Center to service the architectural and design communities.

Both locations present educational events and accredited seminars that keep our customers up-to-date. In addition, many of our distribution centers offer on-site showrooms for designers, architects and contractors to view products or assist their clients in making the perfect flooring selection.

Though no longer headquartered in Hoboken, NJ, Hoboken Floors is proud to be a “hometown distributor” throughout our ever-expanding territory.

## Services beneath the surface

Everything we do – from product selection to packaging, pricing to logistics, customer service to marketing – is customer driven. “Make it easy, convenient and user-friendly” is the philosophy by which we continually add value to every action we take.

As one of the nation’s largest distributor of hard-surface flooring and flooring accessories, our “hub and spoke” strategy enables us to efficiently service all of the regions into which we grow.



*Assurance*



As a marketing company, the branding of Hoboken Floors is both a strategic and practical move. To bring the customer a brand that is accompanied by a selling system that is consistent in both point-of-purchase and aesthetics, our systems are designed with complete flexibility, without a dependence on any one supplier and/or product. This branding strategy has and will continue to make us a source and a force in the marketplace.

As a company of training and ongoing education, our commitment does not begin and end with the sale. Hoboken Floors' highly trained staff assists in determining the right products and correct specs for any flooring project. We also provide product training in each of our divisions at least once a month and have instituted the “College of Knowledge”, a training curriculum that provides both staff and customers with instruction from as many as 15 suppliers at a time.



As a Pro Shop provider, we feel it is important to be able to service the products we carry. Shops within our existing hubs and satellites serve as the contractor/trade source for advice, answers, installation tools, products, equipment and accessories, carrying the most recognized names in the industry. On-staff, factory-trained technicians also perform equipment repairs to factory specs, often while you wait. With products, repair services and technical advise, we have become a lifeline to the trade.

And, as a global resource, our staff of buyers/inventory managers continually plan, forecast and direct inventory from both our domestic and import suppliers. Hoboken's logistics team is dedicated and committed to providing a continuous and consistent supply of materials, regardless of spikes in demand or global and domestic conditions, and all with the maximum of cost-efficiency and customer satisfaction.



## Awaken a room

Back in 1930, Hoboken Floors offered five types of hardwood flooring and the services to help our customers install them. Today, our selection has grown to include all hard flooring products including ceramic, stone, glass, vinyl and laminate, as well as trims, moldings and decorative accents. Hoboken also offers the accessories, sundries and equipment to support them all.



### Hardwood

Known as the premier source of hardwood flooring in the nation, Hoboken Floors offers dozens of domestic and exotic wood species, including Amendoim, American Cherry, American Walnut, Ash, Australian Cypress, Bamboo, Beech, Birch, Brazilian Cherry, Brazilian Eucalyptus, Teak, Walnut, Caribbean Rosewood, Hickory, Jarrah, Maple, Red Oak, Santos Mahogany, Sapele, Southern Chestnut, Steamed European Beech, Sydney Blue, Tigerwood, Timborana and White Oak.

In a variety of sizes and thicknesses, our expanding wood product mix is available in solid, engineered, pre-finished, unfinished, wide-plank and hand-scraped.

### Tile, Stone & Glass

Hoboken Floors proudly offers an outstanding variety of imported and domestic porcelain floor/wall tiles, natural stone and glass in the most desirable sizes and colors. Sourced globally, our tile products are a step ahead in form, function and fashion for all size residential and commercial applications.



### Laminate & Vinyl

The technology behind today's vinyl and laminate flooring is advancing. So too is our commitment to bring you the most realistic, versatile and durable products in the category. We offer countless styles and colors that fit any budget or project.

### Carpet

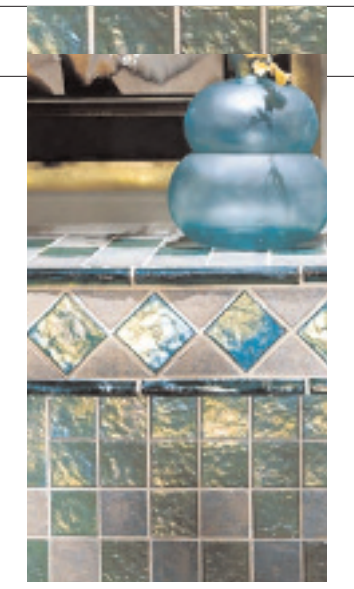
With the addition of SPI Floors LLC, Hoboken Floors now offers over 150 residential and commercial grades of carpet and carpet cushion.

### Design Statements

Today's customer wants their home or office to make a statement in color, style and design. Hoboken Floors offers the perfect accent to our standard hard-surface flooring through an extensive selection of wood, tile, natural stone, glass, medallions, inlays/borders, as well as cork and leather tiles.

### Tools of the Trade

True to our service-oriented roots, Hoboken Floors also distributes the tools, accessories, and finishing and installation materials to support all of these categories. Some of our Pro Shop selections include adhesives, sanding and finishing products, nails, installation equipment and an array of accessories from floor cleaners to floor protection pads.



## Standing ready to help

In pursuit of our employees, we realize that they are our most important assets. We take great efforts in finding professionals in all areas. We also encourage growth and promotion from within, and foster an entrepreneurial spirit throughout the ranks. These efforts have paid off for us and we are quite proud of the longevity of our employees.



### Sales Force

In a world of voicemail and email, the Hoboken Floors' sales force provides one of the most important factors in our success: the human connection. We are fortunate to have sales professionals out in the field, who are not only knowledgeable and experienced in our products and our industry, but also in the follow-through. That's why they're so popular with our customers! More than just selling, our exceptional Sales Reps build lasting relationships.

### Customer Service Team

Even with the best products and programs, a company cannot succeed without capable customer service representatives. Hoboken Floors is proud to acknowledge that our excellent reputation has a great deal to do with our outstanding customer service departments. In each of our 18 locations, our customer service staff is extensively trained and qualified to answer any questions, service any order and follow through on all. Each of our representatives receives continual training and education in products and procedures to keep them up-to-date. But the real secret to our customer service success is in the hiring. Only those with a positive attitude, bright mind and the desire to be of service to our customers make it onto the Hoboken Team!

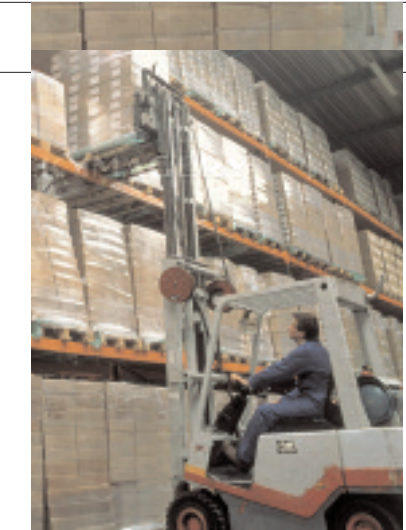


### Logistics Team

Hoboken's logistics team is dedicated and committed to providing a continuous and consistent supply of material, regardless of spikes in demand or global and domestic conditions. Our vast warehouses and shipping fleets are coordinated through a computerized system that ensures efficient and expedient access to the products. All this with the goal to maximize cost-efficiency and customer satisfaction.

### Product Managers

Hoboken Floors has in place some of the most knowledgeable and experienced professionals in the industry to develop and manage our product categories. Specifically to meet the individual needs of each market, they work with our buyers to provide our customers with the best products the market has to offer.



**In the marketplace**

Hoboken Floors has designed a complete selling system and merchandising program that helps the product sell itself. With such an easy and informative system, a salesperson has the opportunity to focus on establishing a rapport with a customer beyond the time-consuming task of just providing basic information.

This merchandising makes it possible to increase sales, both immediately and in the long run, with more return business.



**Branding & Merchandising**

The branding of Hoboken Floors both expands upon and simplifies purchasing options for our clients. With products sourced worldwide, Hoboken Floors' brands – Woods of Distinction, Tiles of Distinction, Natural Stones of Distinction, Glass of Distinction, Home Plus and Adhesives of Distinction — are designed with complete flexibility, and allow us to make selling as simple as 1, 2, 3.

Our goal is to bring the customer a brand that is accompanied by a selling-system and/or program that is consistent, organized and user-friendly, both in point-of-purchase and aesthetics. We also equip our selling system with customer-friendly labels that provide product description, area of usage, installation method, warranty, maintenance, and other relevant information. This strategy has and will continue to make Hoboken Floors a source and a force in the marketplace.



**Finished Product**

Hoboken Floors is organized and engineered to service both residential and commercial markets' hard flooring needs. We are committed to bringing you the best of the best in products, services and competitive pricing—plus the added value we give to every specification, delivery and follow-up. Our goal is to not only meet, but exceed your expectations!

In addition to the countless homes in which our products have inspired great rooms, Hoboken Floors is proud to have our products in these commercial venues:

- Linens 'n Things
- Bed, Bath & Beyond
- The Gap
- Talbots
- KB Toys
- Brooks Brothers
- Barnes & Noble
- Ann Taylor
- Staples
- The Children's Place
- Panera Bread
- Outback Steakhouse
- Trump International
- The Intel Building
- The Time Warner Building
- Princeton University
- Hackensack University Medical Center



Where Hoboken lives

From one truck to the nation's largest distributor of hard-surface flooring and flooring accessories. You have the room. We have the floor.



For more information about Hoboken Floors, to view our quarterly newsletter, online tech tips or our catalog, please visit [www.hobokenfloors.com](http://www.hobokenfloors.com).

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